

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P004	SERIAL NO. 09/741,957		
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT Delurgio et al.			
				FILING DATE 12/20/2000	GROUP 3694		
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/EC/	AA	7,302,410	11/27/07	Venkatraman et al.			
OTHER DOCUMENTS (<i>Including Author, Title, Date, Pertinent Pages, Etc.</i>)							
/EC/	CA	Blattberg, Robert C. and Scott A. Neslin, "Sales Promotion Concepts, Methods and Strategies". Prentice-Hall, Inc., 1990.					
EXAMINER <i>/Ella Colbert/</i>				DATE CONSIDERED 12/09/2009			

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.